



Social Media Ideas

Social Media Tips & Tricks for the Event

Using social media platforms is a great way to promote your school or district's participation in the Around the World in 80 Trays event and to increase student, staff, and family engagement. Posting before, during, and after the event can create excitement and ensure success of the event. This resource includes ideas for posts as well as sample language that may be used. Consider including photos with your posts to catch the attention of your audience as they are quickly scrolling through a newsfeed. Also, include hashtags such as #AroundtheWorldin80Trays, or #WISchoolMealsRock with your posts to increase presence and engagement.

Pre-event Posts:

- Create informational posts to educate families on the event and its significance
- Showcase menu offerings to create excitement

Sample Posts:

Join (insert school or district name) as we celebrate the #AroundtheWorldin80Trays event! This week-long culinary adventure serves to increase international flavors in USDA School Meal Programs! Mark your calendars for the week of January 16-20, 2023, to try out our special menu items with international flair. (Include special menu offerings). #WISchoolMealsRock

Don't miss out on the opportunity to fly "Around the World in 80 Trays" during the week of January 16-20, 2023. (Insert school or district name) will introduce new flavors, create culturally inspired dishes, and explore the tantalizing world of herbs and spices to celebrate the unique cultural backgrounds of students around Wisconsin! Don't forget to mark your calendars to try something new that week! #AroundtheWorldin80Trays #WISchoolMealsRock

(Insert school or district name) will join school districts around Wisconsin to celebrate the #AroundtheWorldin80Trays event. The event kicks off on January 16, 2023, Martin Luther King Jr. Day, to celebrate the unique cultural diversity of students in Wisconsin. What better way to celebrate than by remembering the legacy of MLK Jr. and his dream of equality and inclusion for everyone. #WISchoolMealsRock

During the event:

- Post photos of special event food items
- Include photos of students eating the special menu offerings. Please ensure that all students featured have media releases on-file.
- Post a story of a school nutrition staff member and share their favorite international dish.

Sample Posts

Today marks the first day of the #AroundtheWorldin80Trays event! Consider sampling our special menu offering (insert menu offering) to celebrate! (Insert photo of menu offering, if available). #WISchoolMealsRock

Today's meal features (insert food item) from (culture). (Provide details about food from this culture). #AroundtheWorldin80Trays #WISchoolMealsRock

Post-event Posts:

- Share any additional photos that were submitted from families
- Share success stories from students, staff, and families
- Include favorite recipes from foods offered during the event
- Thank students for participating in the event

Sample Post

Thank you to all who participated in the #AroundtheWorldin80Trays event! We had a blast sharing new foods with you and can't wait to participate again next year! #WISchoolMealsRock

Images

The following DPI School Nutrition Team logo for the Around the World in 80 Trays event may be included in social media posts for the event. If you need the image saved in a particular format to post, please send an email with your request to DPIFNS@dpi.wi.gov. You may also consider taking photos of your menu items or students enjoying meals to include with your posts.

